

A letter from Monsanto: "Let the harvest begin"

## Main points of the text

1. There are food shortages and biotechnology can help in an efficient way

2. Biotechnology adds new benefits to crops

3. Biotechnology contributes to solving problems and is very much needed.

4. Biotechnology enables people to act independently

5. We should start implementing biotechnology.

# thematic vocabulary - GMO

- ecological balance
- biotechnology
- abundant, abundance
- agriculture, agricultural
- genetic make-up
- pesticides
- food shortage

# thematic vocabulary - GMO

- hurdles
- soil erosion
- affordable
- tillable land
- harvest
- crop(s)

# thematic vocabulary - GMO

- fossil fuel
- productivity
- crop disease
- yield

# stylistic devices and rhetorical strategies

- use of the first person plural pronoun IN ORDER TO create a sense/spirit of togetherness/community
- contrast (America/Europe vs. rest of the world) IN ORDER TO underline the problems he mentions
- uses emphatic expressions connotated with the idea of community like “share”, “the same”, “etc.” IN ORDER TO highlight that sense of community

# stylistic devices and rhetorical strategies

- uses emphatic vocabulary (“dream“, “challenge“) TO create an emotional response in the reader
- maybe an allusion to MLK’s “I have a dream“ (We dream of a tomorrow without hunger/to achieve that dream ...)
- enumeration TO emphasise the problems and hurdles

# stylistic devices and rhetorical strategies

- refers to Monsanto as an ally TO establish a spirit of community
- climax (healthier yields ... cleaner environment) TO show the benefits of biotechnology
- use of ellipsis and parallelism TO highlight these benefits

# stylistic devices and rhetorical strategies

- metaphor “edge of a new millenium“ TO create the feeling that we are all moving forward into the future with biotechnology
- parallelism TO illustrate the challenges and potential solutions of the coming decade.